



# STEPS UP-TO-DATE

*A Michigan Steps Up Quarterly Publication*

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Issue 1

## WELCOME TO THE FIRST ISSUE OF STEPS UP-TO-DATE!

*Steps Up-To-Date* is a new publication for our stakeholders highlighting the many activities associated with the Michigan Steps Up campaign. We hope you enjoy this newsletter and share it with others to help us to spread the word about this important effort to improve the health of Michigan citizens.

Michigan Steps Up is a healthy lifestyle campaign designed to create a social movement among citizens, policy makers, communities, and various sectors throughout the State. The campaign addresses three unhealthy lifestyle behaviors that contribute to Michigan's alarming rates of obesity and chronic disease: physical inactivity, unhealthy eating, and tobacco use. This comprehensive campaign includes an interactive website, a media campaign, conferences, stakeholder meetings, pedometer-based competitions and more to help Michigan citizens take small steps toward a healthy lifestyle.

The campaign website was launched in February 2005 with the help of First Gentleman Daniel G. Mulhern, the Detroit Pistons and Shock, and the Governor's Council on Physical Fitness, Health & Sports. But this campaign would not thrive without hundreds of organizational stakeholders and thousands of Michigan residents who have logged on and stepped up! Read about many of their programs inside.

We welcome reports and photos of your organization's wellness initiatives. See page 11 for more information. And to learn more about Michigan's health status - and how Michigan Steps Up is part of an even broader campaign to improve it - see the *Healthy Michigan 2010: Health Status Report* and the *Michigan Surgeon General's Prescription for a Healthier Michigan* at [www.michigan.gov/mdch](http://www.michigan.gov/mdch).



Dr. Kimberlydawn Wisdom  
Michigan Surgeon General

### *Inside this issue:*

Out & About	2-3
Stakeholder Workgroups	4
Businesses	5
Communities	6
Faith-Based Settings	7
Healthcare Settings	8
Schools	9
Teaming Up	10
How You Can Help	11
Thank You, Stakeholders	12

## THE MICHIGAN STEPS UP WEBSITE

[www.michiganstepsup.org](http://www.michiganstepsup.org)

The best way to step up-to-date is to visit the Michigan Steps Up website. This interactive and user-friendly site contains tools for everyone to start improving their health, including personal planning tips to set and track goals, free healthy recipes and snack ideas, ideas for making healthy choices when eating out, daily health tips, and links to hundreds of health-related resources. People of all ages can find information about



how to move more, eat better, quit smoking or avoid second-hand smoke, watch weight, and stay motivated.

Since it was launched in early 2005, the website has received over 54,000 visits and nearly 10,000 people have created personal plans. Be sure to check out the newest additions to the Michigan Steps Up website—the "Healthy Businesses" and "Healthy Schools" sections—where businesses and schools can access low- or no-cost resources for creating environments and policies that support healthy lifestyles.

### *Small Steps Lead to Big Rewards*

More than 60% of Michigan's adults are either overweight or obese, which increases their risk for over 30 preventable chronic diseases and conditions, including the leading causes of death: heart disease, cancer, stroke and diabetes.

These chronic diseases are rooted in three unhealthy lifestyles: unhealthy eating, physical inactivity, and tobacco use.

Even small changes can lead to big health rewards. Michigan Steps Up can help you take these small steps!

## OUT AND ABOUT WITH MICHIGAN STEPS UP

See the descriptions on Page 3 corresponding to each number below to learn more about healthy lifestyle events taking place across Michigan. Each new issue of Steps Up-to-Date will feature different events. Tell us what your community or organization is doing by calling (517) 335-9608 or emailing [yehc@michigan.gov](mailto:yehc@michigan.gov).



Hancock Middle School Students welcome Dr. Wisdom to the "Get Moving UP" program "Walk with Wisdom" event

Get Caught Walking participants walk the Big Mac with Dr. Wisdom on Labor Day



Dr. Wisdom honors Huron County Health Department staff for their victory in the Public Health Steps Up pedometer challenge.



School children exercise on ACES Day at the Capitol

## 1 September 30, 2004—Detroit: Faith Leaders' Day of Health & Walk by Faith Challenge Awards

Faith leaders from Detroit, Flint, and Grand Rapids showed they were ready to lead the way to better health for their congregations and their communities by walking more than 12 million steps from March 1 through May 16, 2004 in the *Walk by Faith Pedometer Challenge*. The winning team, comprised of 28 faith leaders from Detroit, logged over six million steps. The team was recognized by Dr. Wisdom and Rev. Gregory Roberts, Director of Community and Faith-Based Initiatives for the Governor's Office at an event for Southeast Michigan faith leaders hosted by the New Detroit Science Center. The event featured screenings for cholesterol, blood sugar, and blood pressure; presentations from noted health experts and faith leaders; health-related breakout sessions; healthy meals; and a sneak preview of the new exhibit, "Genome: The Secret of How Life Works."

## 2 December 2, 2004—Benton Harbor: Healthcare Coalition of Southwest Michigan Healthcare Summit

The Coalition originally came together as a potential purchasing coalition, but after learning about Michigan Steps Up, the realigned their goals to more closely align with Michigan Steps Up. Led by Janice Pushaw of Whirlpool, the summit brought together key business leaders and wellness experts to share resources and coordinate a community wide healthy lifestyle and worksite wellness effort.

## 3 April 2005—Lansing: Department of Environmental Quality Employees Step Up in Spring Wellness Event

When the Michigan Department of Environmental Quality (DEQ) launched its annual six-week Spring Wellness Event (SWE), it was the first State department to incorporate Michigan Steps Up into an employee wellness program. Each SWE participant was given a cord necklace to display the colored beads they earned when they completed 30 minutes of physical activity. A total of 144 participants from 13 divisions within DEQ participated. Pre- and post-program survey results indicated that at least half of respondents ate 2-3 servings of both fruits and vegetables daily, were physically active 30-60 minutes most days of the week; and walked at lunch, break time, and/or after work 3-4 times per week. A majority of participants did not use tobacco products before and during the SWE and have smoke-free homes and vehicles. Most participants said they would participate in similar wellness events in the future. "Partnering with the Office of the Surgeon General brought a fresh dimension to our Spring Wellness Event," said Annette Nealey, Chair of the DEQ Spring Wellness Event. "It was a tremendous experience to work so closely and share ideas with colleagues from another Department. I look forward to next year's event!"

## 4 April 9, 2005—Houghton & Hancock: Upper Peninsula Residents Get Moving in "Walk with Wisdom"

Dr. Wisdom joined the Wellness Council of the Upper Peninsula (WELCUP), representatives from the cities of Hancock and Houghton, and around 400 community members to kick off the *Get Moving U.P.* program with a "Walk with Wisdom." The two-mile fun walk was a fun way to shake off the winter lethargy and welcome a new season. Program participants are encouraged to get at least 30 minutes of physical activity most days of the week over a nine-week period. Dr. Wisdom was greeted by a large crowd at the Houghton Kestner Waterfront, where she commenced the walk to Hancock. Demonstrations, refreshments, and prizes added to the afternoon fun. The crowd was even serenaded by the Copper Country Suzuki Players! Although the entertainment was enough to keep the crowd going, they did not forget their reason for being there. "Our goal is to help people get their bodies moving, because they often feel better when they make physical activity a habit," said Carol Grafford, Portage Health's diabetes coordinator and a member of WELCUP's Get Moving U.P. committee.

## 5 April 14, 2005—Grand Rapids: YMCA "Healthy Employees—Healthy Business" Event

About 200 HR directors, executives, and wellness teams from Grand Rapids-area businesses attended the *Get Moving—Get Healthy* luncheon at the Eberhard Center at Grand Valley State University to learn about the importance of employee wellness programs and a special program hosted by the YMCA of Greater Grand Rapids. The *Get Moving—Get Healthy* corporate wellness program offers a discount off joining fees, six free one-hour wellness coaching sessions, and other incentives. As a result of this event, 25 companies signed on to the program. While employees are responsible for membership fees, some companies reimburse employees as long as they regularly use a YMCA facility.

## 6 May 4, 2005—Lansing: ACES Day at the Capitol

Nearly 1,000 students gathered on the State Capitol lawn to participate in the *All Children Exercising Simultaneously (ACES) with Friends at the Capitol* event. This non-competitive program is designed to encourage children to exercise simultaneously for 20 minutes in a symbolic gesture of fitness and unity. This year, Dr. Wisdom and Coach Joanne P. McCallie of Michigan State University's Women's Basketball were Honorary ACES Co-Chairs. The YMCA of Lansing partnered with the Governor's Council on Physical Fitness, Health and Sports and Michigan Farm Bureau Insurance to coordinate the event sponsored by Rep. Michael G. Sak (Grand Rapids). Across the state, more than 425,000 school children and an estimated 28,000 "friends" (family and peers of students) participated in ACES. Now in its 17th year, ACES has proven to be a fun and educational tool for motivating children from over 50 countries to be active. The support from Farm Bureau Insurance is one of the large driving forces behind ACES With-a-Friend in Michigan. As a seven-year sponsor, the company continues to make contributions to enhance the program each year. To learn more about ACES Day 2006, visit: [www.michiganfitness.org/aces](http://www.michiganfitness.org/aces).

## 7 May 4, 2005—Bad Axe: Huron County Health Department Honored for Winning Public Health Steps Up Challenge

Dr. Wisdom presented awards to eleven Huron County Health Department employees in honor of their victorious finish with over 12 million steps in the Public Health Steps Up Pedometer Challenge. The 16-week competition ran from September 6 through December 26, 2004 and included participants from Michigan's 45 health departments, the Michigan Department of Community Health, the Michigan Public Health Institute, and the Michigan Association of Local Public Health. More than 2,000 employees participated and logged in excess of 800 million steps. "The challenge was an excellent opportunity for public health employees to work together, collaboratively set and meet goals, and have fun while serving as role models for healthy lifestyles," said Wisdom. The Huron team had the highest participation rate in the state with a remarkable 99.4 percent. Together, they logged about 6,300 miles.

## 8 September 5, 2005—Mackinac Bridge: Michigan Seniors Get Caught Walking

*Get Caught Walking* is a new program that encourages older adults (age 55 and up) to get out and move more, taking small steps toward better health. The program was launched on August 3, 2005 at the Michigan Athletic Club in East Lansing. Local radio stations, community groups, and senior centers throughout Michigan hosted events starting the week of August 15. During this first phase of Get Caught Walking, seniors who were "caught walking" at these local events were invited to walk the Mackinac Bridge on Labor Day with Governor Granholm and Dr. Wisdom! Bright and early on Labor Day morning, the "Caught Walkers" were greeted by the Governor and Surgeon General during a pre-walk breakfast. Nearly 100 "Caught Walkers" attended the Bridge Walk. Several lucky participants' names were drawn in a prize giveaway. Judy Sweet of Moran received a two-night stay at the Grand Hotel on Mackinac Island and Mary Kress of Indian River and James Ross of Paw Paw each received a ticket to a Detroit Tigers game.



## MICHIGAN STEPS UP STAKEHOLDER WORKGROUPS

In June 2004, the Surgeon General convened more than 200 stakeholders representing business, education, faith-based, and healthcare organizations as well as the community-at-large and policy makers to identify ways for our state to create sustainable change and improve our health status.



Partners from the Mich. Assoc. of Health Plans, Mich. Health & Hospital Assoc., Mich. Dept. of Community Health, Mich. State Medical Society and Mich. Osteopathic Assoc. help to launch the campaign on June 29, 2004

Since then, the number of stakeholders has grown to over 300 (see Page 12 for a list of member organizations). Each workgroup has made tremendous progress since the campaign launch in 2004. Highlights from each group are presented on the next several pages.

At the second stakeholders meeting in February 2005, participants learned about social marketing from special guest Gwendolyn Quinn, Ph.D. of the University of South Florida's Moffitt Cancer Center and Research Institute.

presentations, and workgroup breakout sessions. The day concluded with a networking reception sponsored by Johnson & Johnson and Ethicon Endo-Surgery.



*"When your program doesn't go as planned, don't ask 'What's wrong with these people?' Instead, ask 'What's wrong with our program?'"*

Gwendolyn Quinn, Ph.D.

Dr. Quinn shared examples of poorly planned social marketing programs, and gave tips for developing effective programs.

"Let the audience drive your planning," said Quinn. "Our role is to understand the audience."

She added, "When your program doesn't go as planned, don't ask 'What's wrong with these people?' Instead, ask 'What's wrong with our program?'"

Other highlights included a demonstration of Michigan Steps Up marketing materials and media spots by the Michigan Department of Information Technology and Brogan and Partners, workgroup co-chair

The next stakeholder meeting was held in October 2005. Watch for the next issue of *Steps Up-to-Date* for more information about this meeting, which included a special recognition ceremony to honor thirteen "Champions of Prevention in Health Care."



2005 Champions of Prevention in Healthcare

## A SPECIAL THANKS TO OUR CO-CHAIRS....

We would like to extend our deepest gratitude to the Michigan Steps Up Stakeholder Workgroup Co-Chairs for their hard work and dedication to building a healthier, stronger Michigan.



Michigan Steps Up would not be possible without their leadership and enthusiasm. Thank you, co-chairs, for stepping up!

### Business:

- \* Ken Holtyn, Holtyn & Associates
- \* Tim McDonald, General Motors Corp.
- \* Rosemary Smith, UBS Financial Services, Inc.

### Community:

- \* Charlie Kuntzleman, Governor's Council on Physical Fitness, Health, & Sports
- \* Stella Cash, Michigan State University
- \* Karen Holcomb-Merrill, Tobacco-Free Michigan

### Faith-Based:

- \* Marvin Cato, Detroit Area Agency on Aging
- \* Gloria Edwards, University of Michigan Health Systems

### Schools:

- \* Barb Flis, MI Parent Teacher Student Association
- \* Carrol Ostendorf, American Heart Association

### Healthcare:

- \* Marlene Hulteen, Michigan Health & Hospital Association
- \* Kevin Kelly, Michigan State Medical Society

## HEALTHY BUSINESS WORKGROUP

The Healthy Business Workgroup is composed of representatives from more than 50 organizations with a strong and demonstrated commitment to healthy worksite environments. Members represent various sectors of the business community, including chambers, associations, healthcare, manufacturing, service, non-profits, universities, local and state governments and unions. Lead by Ken Holtyn, Tim McDonald and Rosemary Smith, the Healthy Business Workgroup is a powerful driving force behind the Michigan Steps Up campaign.

The Workgroup has been working hard to identify and create evidence-based tools and resources and make those available to Michigan businesses. One such resource is the **Designing Healthy Environments (DHEW) Assessment Tool**, which will assist worksites in developing policies and environments that support healthy lifestyles. Thirteen worksites have completed the assessment since its launch in August 2005.

The Greater Detroit Area Health Council and other

partners will soon be marketing the DHEW assessment tool, targeting businesses in Southeastern Michigan. The Workgroup has also provided guidance to worksites interested in creating healthier environments or policies and has encouraged businesses to commit to making at least one change related to physical activity, healthy eating, and/or tobacco use.

Another great product from the Healthy Business Workgroup is the **Worksite Wellness Chronicles**, highlighting businesses around the state that have implemented activities of policies to create a healthier workforce. Several Chronicles are now posted on the Michigan Steps Up website (click on the "Healthy Business" icon).

The Workgroup has also encouraged businesses to use the free and confidential **Health Risk Appraisal (HRA)**, which is also available on the

website. Employers now have the opportunity to receive worksite-specific reports after employees complete the HRA. Approximately 900 HRAs have been completed and 15 businesses have requested unique ID numbers for worksite-specific reports.

The Workgroup has also expanded ways to promote the campaign via staff, co-chairs, and partners. Workgroup members have presented to Health Alliance Plan, the Kalamazoo Job Summit, and local Chambers, to name a few.

While the Healthy Business Workgroup has done a great deal in a short period of time, its members plan to continue their success by reaching more businesses at a statewide level through new features such as downloadable fact sheets and a worksite presentation that businesses can use to market Michigan Steps Up to others.



## INTRODUCING NEW RESOURCES FOR MICHIGAN BUSINESSES

The Michigan Economic Development Corporation (MEDC) and Altarum compared the health of Michigan's workforce to benchmark states that compete with Michigan for new corporations and jobs. This health care cost comparison study ranked Michigan first in death rates from heart disease and prescription drug use, second in obesity and diabetes, and sixth in number of smokers.

Due to these alarming results, Dr. Wisdom has teamed with representatives from Michigan businesses and the Small Business Association of Michigan for the newest initiative in Michigan Steps Up.

She is urging businesses across Michigan to make small changes in their policies and in the workplace to make it easier for employees to be healthier despite long hours of work.



From left: Rob Fowler, Small Business Association of Michigan; Joe Ross, Communications & Research; Tim McDonald, General Motors; Tom Anderson, Compuware; and Dr. Kimberlydawn Wisdom at the Healthy Business launch on August 23, 2005 at the Small Business Association of Michigan headquarters in Lansing.

Dr. Wisdom believes that "even small changes can lead to big rewards." Therefore, throughout the next 12 months, businesses should be assessing what they are doing to support healthy lifestyles and commit to making one small change to "step up" with Dr. Wisdom and the rest of Michigan.

Businesses of all sizes can now access the evidence-based tools and resources described above at no cost by visiting the Michigan Steps Up website.

To learn more about the Healthy Business initiative, visit: [www.michiganstepsup.org](http://www.michiganstepsup.org) and click on the "Healthy Businesses" icon.

## HEALTHY COMMUNITY WORKGROUP

The Healthy Community Workgroup—lead by Charlie Kuntzleman, Stella Cash and Karen Holcomb-Merrill—is focused on garnishing community engagements in the formation of health coalitions and assessment of the campaign. Workgroup members work as statewide leaders in engaging their respective community members in the mission of Michigan Steps Up.

As a helping hand to communities, this group encourages communities to complete a quick health environmental assessment called the **Healthy Communities Checklist (HCC)**. Once the HCC is completed, communities can use the data to determine which of the other available community assessment

tools (Promoting Active Communities, Nutrition Environment Assessment Tool, or Smoke Free Community Assessment) to use next. Once communities determine their barriers related to healthy eating, physical activity, and tobacco use, they can develop plans to make positive changes.

Currently, the Workgroup is moving these tools out to local health coalitions. As a result of these accomplishments, the Workgroup's next step is to develop a system for communities to report their successes. In the next six months, the Workgroup will be completing the *Healthy Communities* section of the Michigan Steps Up website and advocating for

local communities to create environments that support healthy behaviors.

Positive results in the health of our small and large communities are expected with the Healthy Community Workgroup as the driving force.



## DO YOU LIVE IN AN ACTIVE COMMUNITY?

The **Promoting Active Communities Award (PAC)** recognizes communities that are making it easier for residents to be active. Any city, township, charter township, or village in the State of Michigan is eligible to complete the Promoting Active Communities self-assessment and apply for the award. To date:

- \* 72 communities from 38 counties have completed the PAC at least once;
- \* 23 communities have earned an award more than once; and
- \* 52% of communities that earned awards more than once have moved up at least one award level.

The PAC allows communities to assess themselves on how well they are doing at making it easy for residents to be active. The associated award recognizes communities that have assessed themselves and taken action to remove barriers to physical activity.

There are five levels of awards for the six categories of questions in the application, including:



Risa Wilkerson of the Governor's Council on Physical Fitness, Health, & Sports presents a Level 4 PAC award to Wendy Rampson and Eli Cooper from the City of Ann Arbor

- \* Policies and Planning for Non-Motored Transportation;
- \* Pedestrian and Bicycle Safety and Facilities;
- \* Community Resources for Physical Activity;
- \* Worksites;
- \* Schools; and
- \* Public Transportation.

To learn more about Promoting Active Communities, visit:  
[www.mihealthtools.org/communities](http://www.mihealthtools.org/communities)

### 2005 Promoting Active Communities

#### Level 3 Award Winners:

Dearborn  
 East Grand Rapids  
 East Lansing  
 Farmington Hills  
 Flint  
 Grosse Pointe Woods  
 Harbor Springs  
 Kalamazoo Twp  
 Lansing  
 Livonia  
 Manistee  
 Northville  
 Saline  
 Trenton  
 Westland

#### Level 4 Award Winners:

Alpena  
 Ann Arbor  
 Bedford Twp  
 Canton Charter Twp  
 Dundee Village  
 Kalamazoo  
 Meridian Charter Twp  
 Monroe  
 Portland



## FAITH-BASED WORKGROUP

The Faith-Based Workgroup is an interdenominational collaborative network of faith-based organizations. Under the direction of Marvin Cato and Gloria Edwards, the Workgroup is committed to proactively implementing effective programs that promote healthy food options, increased physical activity and tobacco-free lifestyles.

The Faith-Based Workgroup has promoted culturally sensitive programs that encourage healthy lifestyles by conducting training for 17 churches on the **Body & Soul** and **Search Your Heart** programs, and providing materials, follow-up and support to assist in program implementation.

The Workgroup has also promoted healthy food policies for food served on

church premises and at church meetings and functions. Workgroup members have provided assistance with developing health food policy and printing policy guideline brochures and posters for area churches and faith-based organizations.

*"The leaders of the faith-based community must address the challenges affecting the personal health of members, and must provide leadership in developing integrated solutions and support for members and the communities."*

*Dr. Kimberlydawn Wisdom, Michigan Surgeon General*

Finally, the faith-based group has encouraged smoke-free church policies to support a tobacco-free Michigan. In July 2005, the Workgroup trained 17 churches on implementing smoke-free programs.

In the near future, we will see this group provide support for churches trained in July on the **Body & Soul** and **Search Your Heart** programs. Assistance and coordination will be provided by the American Heart Association and American Cancer Society. The primary target audience for these programs are churches in the metro Detroit area. The group will also continue to promote the availability of the food policy guidelines to churches in metro Detroit and other surrounding areas statewide with additional implementation strategies statewide to be discussed by the group.

The Workgroup will no doubt continue to garner support for Michigan Steps Up and influence change among churches and faith-based organizations throughout Michigan.

The faith-based stakeholder group has set these goals:

1) Increase amount of physical activity by promoting the use of the following programs:

- Choose to Move, a program of the American Heart Association
- Project Power, a program of the American Diabetes Association
- Walk by Faith, the Michigan Surgeon General Walking Challenge
- Active for Life, a program of the American Cancer Society
- The formation of walking/exercise groups

2) Increase the consumption of healthy foods by promoting the following evidence-based strategies and programs:

- Body & Soul (American Cancer Society)
- Search Your Heart (American Heart Association)
- Healthy Food & Healthy Soul (Michigan developed resources)
- Promoting increased variety of healthy foods and beverages at functions
- Teaching how to prepare desired foods in a more healthful way

3) Encourage faith-based organizations participating in the campaign to develop a smoke-free policy on their campus or grounds and utilize the following resources:

- Tobacco cessation resources available through campaign partners
- Smoke-free Baby and Me and Freedom from Smoking trainings that allow parish nurses or health ministry leaders to teach others about how to be tobacco-free.

### Benefits of Joining Michigan Steps Up:

- \* Statewide networking opportunities with other faith-based organizations
- \* Access to evidence-based materials and resources on nutrition, physical activity and tobacco use cessation
- \* Inclusion in statewide database

# HEALTHCARE WORKGROUP

The Healthcare Workgroup is composed of over 50 stakeholders and is led by Marlene Hulteen and Kevin Kelly. This Workgroup has focused on:

- 1) Working with the Healthy Business Workgroup to provide an online Health Risk Assessment
- 2) Offering a recognition event for healthcare clinicians and organizations
- 3) Supporting strategies addressing prevention services in primary care
- 4) Pilot testing a systems change project for primary care
- 5) Developing tools to enhance prevention services

The Workgroup is offering a **Health Risk Assessment (HRA)** on the Michigan Steps Up website, developed by the University of Michigan Health Management Research Center. The HRA surveys health history, health practices, and preventive screenings. Individuals can print a personal copy of their HRA results as well as a copy to take to their health care provider. The confidential HRA is now available free of charge to all individuals who visit the website and complete a Personal Plan. Physicians are encouraged to promote the HRA to their patients. Group reports can be generated for practices.

Now, the Workgroup is encouraging physicians to promote the Michigan Steps Up message to their patients.



Healthcare providers are encouraged to incorporate prevention messages and information into routine care by adopting the following evidence-based prevention tools available online through Michigan State Medical Society and Michigan Steps Up:

- \* Michigan Association of Health Plans' "Taking On" series - health education materials physicians can use to encourage self-care and increase awareness about obesity, diabetes, tobacco, and other topics
- \* Michigan Smokers Quit Kit and other smoking cessation resources
- \* Michigan Quality Improvement Consortium's Clinical Guidelines for Physicians
- \* American Medical Association's Primer for Physicians on the "Assessment and Management of Adult Obesity"
- \* Agency for Healthcare Research and Quality's "A Step-by-Step Guide to Delivering Clinical Preventive Services: A Systems Approach"

- \* Put Prevention Into Practice tools - health records, clinical guidelines, etc.
- \* PACE - a tool kit to assist physicians to increase physical activity in their patients.
- \* High Blood Pressure, High Cholesterol, Weight, Asthma and other national guidelines.

The Workgroup has also produced several tools, including:

- \* Healthy Lifestyles Prescription
- \* Patient Health Record
- \* Preventive Care Flow Sheet
- \* "An Ounce of Prevention...Why Investing in Prevention Pays" pamphlet

Finally, the Healthcare Workgroup also created a special program to recognize healthcare providers and organizations for their outstanding performance in promoting healthy lifestyles and disease prevention. Visit the Michigan Steps Up website or watch for the next issue of Steps-Up-to-Date for a list of honorees.

The Healthcare Workgroup should be commended for its passionate drive to promote the vision of a Healthy Michigan 2010.

**The Primary Care Initiative (PCI) for a Healthier Michigan** is a broad-based group of key stakeholders and other interested parties collaborating to improve the system of delivery of prevention services and the management of chronic disease and/or other conditions in primary care settings throughout Michigan.

Not only is the PCI highlighting the ideals of the Michigan Steps Up campaign, the group has also added asthma and diabetes management as two chronic diseases to consider as the group addresses systems change strategies.



The PCI holds great promise for the enhancement of preventive and chronic disease services provided in primary care, developing a strategic plan due out in November 2005. This plan will focus on five major system barriers:

- 1) Utilization of Professionals and Community Resources (Workgroup co-chairs: Gerard Breitzer & Larry Wagenknecht)
- 2) Coordinated Access to Comprehensive Health Information (Co-chairs: Donald Nease & Kim Sibilsky)
- 3) Payment System and Reimbursement Structure (Co-chairs: Marc Keshishian & Thomas Petroff)
- 4) Multiple Guidelines (Co-chairs: Robert Burack & Rick Murdock)
- 5) Enhancing Health Promotion in Patient Encounters (Co-chairs: James Applegate & Debera Eggleston)



# HEALTHY SCHOOLS WORKGROUP

The Michigan Steps Up Healthy Schools Workgroup, led by Barb Flis and Carrol Ostendorf, hopes to engage 10 percent of school buildings in Michigan (approximately 400) to implement a healthy school environment by:

- \* Establishing **Coordinated School Health Teams**,
- \* Completing the **Healthy School Action Tool**, and
- \* Joining **Michigan Team Nutrition** and **Michigan Action For Healthy Kids** by 2006.

In order to fulfill these goals, the Healthy Schools Workgroup will work with partners to encourage schools to complete these activities.

Collaborating with partners, the Workgroup developed the **Michigan Surgeon General's School Recognition Program**.

*"Michigan needs school environments that support efforts to help students achieve their full academic potential. A healthy school environment gives students clear and consistent messages, accurate health information, and ample opportunity for application."*

Dr. Kimberlydawn Wisdom, Michigan Surgeon General

The Surgeon General launched this program at the September 21, 2005 Michigan Action for Healthy Kids Coalition meeting. She also announced the addition of the "Healthy Schools" section of the Michigan Steps Up website.

"Michigan needs school

environments that support efforts to help students achieve their full academic potential," Wisdom said. "A healthy school environment gives students clear and consistent messages, accurate health information, and ample opportunity for application."

Michigan Steps Up partners have provided grants to schools to help them establish coordinated school health teams and complete the Healthy School Action Tool.

For the next six months, the Michigan Steps Up School Workgroup will carry out statewide promotion of the Healthy School Environment Recognition Program to school and community organizations.

## HEALTHY SCHOOLS CREATE HEALTHY STUDENTS!

In her *Prescription for a Healthier Michigan*, Dr. Kimberlydawn Wisdom calls on schools to play an essential role in preserving and promoting community health. "Michigan schools have deep roots in each community," she says. "They have the structure, the credibility and the opportunity to influence the health and wellbeing of our children, as well as to provide a foundation for academic achievement and success."

### MICHIGAN SURGEON GENERAL'S

## Healthy School Environment

### RECOGNITION PROGRAM

**Do you think your school is a healthy place for students and staff?**

**If so, step up and be recognized!**

Dr. Kimberlydawn Wisdom, Michigan Surgeon General, and Michigan Steps Up in conjunction with Michigan Action For Healthy Kids wants to celebrate the many schools that are doing wonderful things to improve the health of students and staff. Schools that are improving policies, programs and practices focusing on healthy eating, physical activity and tobacco-free lifestyles, while working toward a healthy environment, deserve to be recognized and share their success with others.

For an opportunity to have your school recognized, complete the online application by January 20, 2006 at [www.mihealthtools.org/greatschools/](http://www.mihealthtools.org/greatschools/).

## TEAMING UP TO PROMOTE HEALTHY LIFESTYLES

### DETROIT PISTONS AND SHOCK STEP UP

Detroit basketball stood out again in 2005, both on and off the court. On February 3, 2005, Tom Wilson, President and CEO of Palace Sports & Entertainment, joined Dr. Wisdom to launch the Michigan Steps Up website.

The Palace Organization hosted the launch event at its *Pistons Hoop City Grille* in Southfield. Detroit Shock forward and 2004 Olympic Gold Medalist Swin Cash shared stories about how her mother tricked her into staying in shape as a kid by making games out of running stairs and "wall sitting."

As a Michigan Steps up partner, the Palace organization took a number of steps to promote the Michigan Steps Up campaign during the 2005 season.

#### Detroit Pistons

The Pistons promoted the campaign through advertisements on the team website, in-game promotions, announcements during game broadcasts and more.

The Pistons went a step beyond their original agreement by distributing 10,000 Michigan Steps Up postcards to fans at the Palace in Games 2 and 6 of the NBA Playoffs and ran the logo on PalaceVision. The logo was also featured on the "Be Smart, Be Fit" website.

#### Detroit Shock

May 21, 2005 marked the Opening Day of the 2005 Detroit Shock season. The team also launched its *Steps to Success* program that month.

positive choices and incorporating positive values in their everyday lives. Panelists talked about achieving and setting goals, time management, self-image, education, and women in the workforce in addition to the importance of a healthy lifestyle.

Two months later, Dr. Wisdom served as a panelist in the August 28 Steps to Success forum.

"The Steps to Success program is an excellent way to reach young people and promote healthy living as part of overall life success and well-being," said Wisdom.

The Michigan Steps Up/Palace partnership has helped to enhance and extend the Michigan Steps Up message throughout the state. The Office of the Surgeon General is grateful to the Palace Organization for its commitment to a healthier community.

For more information on the Steps to Success program, see [www.detroitshock.com](http://www.detroitshock.com).

*"Connecting with communities is vitally important to the Palace organization, and so is supporting our Surgeon General and her efforts to improve health across our state."*

*Tom Wilson, CEO of Palace Sports & Entertainment*

On July 26, 2005 Linda Jiménez, Executive Director of Detroit's After-School All-Stars represented Michigan Steps Up as a Steps to Success panelist. Nearly 200 teens from Michigan and Ohio attended this to learn about making



From left: Tom Wilson, Swin Cash, Jean Chabut and Dr. Wisdom of the Michigan Dept. of Community Health, First Gentleman Daniel G. Mulhern, and Marilyn Lieber of the Governors' Council on Physical Fitness, Health, & Sports

### WEST MICHIGAN WHITECAPS STEP UP



Dr. Wisdom poses with Whitecaps team members

In April 2005, Lew Chamberlain, CEO and Managing Partner of the West Michigan Whitecaps, announced a partnership between the Office of the Surgeon General and the West Michigan Whitecaps to promote Michigan Steps Up. Throughout the team's 2005 season, the Whitecaps promoted the campaign through live radio interviews, advertisements during broadcasts, in-game promotions, fan contests, ticket giveaways, and more.

As part of this partnership, the July 29, 2005 contest between the Whitecaps and the Southwest Michigan Devil Rays provided an excellent platform to promote Michigan Steps Up. Dr. Wisdom wowed the crowd as she threw the ceremonial first pitch. Throughout the evening, fans had an opportunity to try out the Michigan Steps Up website and participate in fun activities, such as a jump-rope contest led by Grand Rapids YMCA staff. Several lucky fans won Michigan Steps Up prize packages (including water bottles, pedometers, pins, and more) in the "Lucky Seat" drawing.

The Office of the Surgeon General would like to thank the following individuals for their contribution to Michigan Steps Up Night at Fifth Third Ballpark: Denise Bryan of the Kent County Health Department for sharing her exceptional journey to wellness as an inspiration to those who are working toward a healthier lifestyle; Nicole Hansen, Director of the Healthy U Program at the Grand Rapids YMCA, for leading activities; and Dave Skoczen, Radio Play-By-Play Announcer and Account Executive for the West Michigan Whitecaps, for his enthusiasm and great ideas that led to a great evening and a successful 2005 partnership.

## How YOU Can Get Involved...

Want to get involved in Michigan Steps Up? Then STEP UP to the plate! Here are some low- and no-cost ideas for how you can play a part and help spread the Michigan Steps Up message:

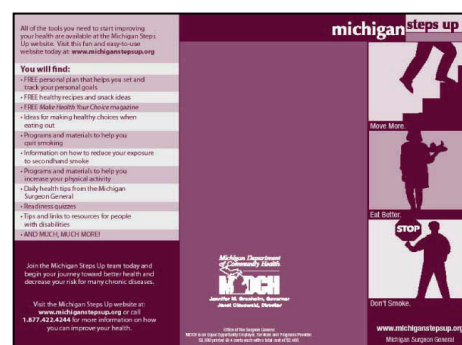
- \* Distribute Michigan Steps Up promotional materials to employees, coworkers, clients, students and parishioners, and community events. Sample items are shown below. To order these and other materials, call the MDCH Health Promotions Clearinghouse at 1-800-353-8227.



Make Health Your Choice Magazine



Michigan Steps Up 11x14 Poster



Michigan Steps Up Tri-fold Brochure

- \* Place the Michigan Steps up logo and link on your company, association, school, church, or other website The logo is available at [www.michiganstepsup.org](http://www.michiganstepsup.org).
- \* Include a story about the campaign or your organization's involvement in the campaign in your next newsletter.
- \* Contact us to learn how you can become a sponsor to support advertising, purchase of incentive items, hosting events, and more.

## WE WANT TO HEAR FROM YOU!

Is your community or organization doing something special to promote healthy lifestyles? Have you made a remarkable personal achievement toward better health? We want to recognize communities, legislators, companies, churches, schools, healthcare providers and individuals who are working hard to promote the Michigan Steps Up message or improve the health of their community. Tell us your story! We may feature you in our next newsletter... you deserve it!

Do you have story ideas or suggestions about how we can improve the Steps-Up-To-Date Newsletter? Contact us to share your suggestions or provide other feedback about this publication.



# THANK YOU, STAKEHOLDERS!

PAGE 12

## BUSINESS WORKGROUP:

Accident Fund Insurance Company of America  
American Cancer Society  
American Heart Association - Greater Midwest Affiliate  
Blue Cross Blue Shield of Michigan  
Brogan & Partners  
Compuware Corporation  
Daimler Chrysler Corporation  
Deep Lake  
DeGrow & Associates, Inc.  
Delphi  
Dept. of Labor & Economic Growth  
Eaton Corporation  
Foamade Industries

Foundation for a Healthy Community  
Frankenmuth Mutual Insurance Company  
Gemini Group Health & Wellness  
General Motors Corporation  
Office of the Governor  
Grand Rapids Area Chamber of Commerce  
Greater Detroit Area Health Council  
Health Alliance Plan  
Health Management Research Center  
Holtyn & Associates  
Jackson National Life  
Johnson & Johnson  
Kalamazoo County Health & Human Services

Lakeland Care, Inc.  
Lansing Regional Chamber of Commerce  
Livingston County Department of Public Health  
Michigan Education Special Services Association  
MI Dept. of Civil Service, Employee Health & Wellness  
Michigan Association of Broadcasters  
Michigan Economic Development Corp.  
Michigan Fitness Foundation  
Michigan Health & Hospital Assn.  
Michigan Legal Services  
Michigan Restaurant Association  
Michigan State Building and Construction Trades Council  
Michigan State Medical Society

Miller Canfield  
ODL, Inc.  
Operating Engineers Local 547  
Seyferth Spaulding Tennyson  
Small Business Assoc. of Michigan  
Sparrow Comm. Health Education  
StayWell Health Management  
Success Point Marketing, Inc.  
T.E.A.M.  
TI Automotive Systems  
U of M Tobacco Research Network  
UBS Financial Services, Inc.  
United Auto Workers International Union  
WEYCO, Inc.  
Whirlpool  
Wolohan Lumber Company

## HEALTHCARE WORKGROUP:

MSU Institute for Health Care Studies  
National Kidney Foundation  
MI Academy of Family Physicians  
MI Peer Review Organization  
MI Association for Local Public Health  
Foote Health System  
Henry Ford Health System  
MI Council of Nurse Practitioners  
March of Dimes - MI  
American Heart Association-

Midwest Affiliate  
American Lung Assn. of MI  
Johnson and Johnson  
MSU Dept. of Pediatrics  
Novo Nordisk Pharmacy  
FACT MSU  
Children's Hospital of MI  
Concentra Medical Center  
MI Health & Hospital Assn.  
Michigan State Medical Society  
U of M Health Management/Policy  
American Academy of Pediatrics-MI

MSMS Alliance  
MI Dietetic Assn.  
Huron Medical Center  
MI Assn. of Health Plans  
MSU College of Human Medicine  
American Diabetes Assn.  
MI Nurses Assn.  
American College of Women's Health  
MI Health Council  
Blue Cross Blue Shield of MI  
U of M School of Public Health

MI Academy of Physician's Assistants  
MI Primary Care Assn.  
MI Council for Material and Child Health  
American Cancer Society  
MESSA  
MI Integrative Medicine  
MI Osteopathic Assn.  
MI Pharmacists Assn.  
MSU College of Nursing  
MI Department of Community Health

## COMMUNITY WORKGROUP:

American Diabetes Association  
American Heart Association - Greater Midwest Affiliate  
American Lung Association of Michigan  
Bronson ProHealth Wellness Services  
Cadillac Area Community Health Coalition  
Capital Area District Library  
Department of Human Services  
Governor's Council on Physical Fitness  
Henry Ford Health System - Institute on Multicultural Health  
Inter-Tribal Council of Michigan

League of Michigan Bicyclists  
March of Dimes  
Mayor Kwame M. Kilpatrick's Office  
Michigan Association of Broadcasters  
Michigan Association of Local Public Health  
Michigan Association of United Ways  
Michigan Community Action Agency Association  
Michigan Department of Agriculture  
Michigan Department of Community Health- Mental Health Svc. For Children & Families

Michigan Fitness Foundation  
Michigan Food Policy Council  
Michigan 5-A-Day Coalition  
Michigan Land Use Institute  
Michigan Public Health Institute  
Michigan Recreation and Park Association  
Michigan Restaurant Association  
Michigan State University  
Michigan State University Extension  
Michigan State University Extension Obesity Council / Community Food Systems  
Michigan Townships Association  
Mid-Michigan District Health Dept.

National Kidney Foundation of Michigan  
Prevention Network  
Rails to Trails Conservancy Michigan Chapter  
REACH Detroit Partnership  
St. Clair County Community Mental Health  
St. Mary Mercy Hospital  
The Asian Center  
Three Rivers Health Foundation  
Tobacco-Free Michigan  
Wexford Missaukee Multi Purpose Collaborative Body

## FAITH-BASED WORKGROUP:

Saginaw Valley State University  
Detroit Area Agency on Aging  
University of Michigan Health Systems  
Henry Ford Health System

Wayne State University  
Providence Hospital Congregational Health  
Bristol-Meyers Squibb  
American Cancer Society Great Lakes Division, Inc.

Governor's Office for Community & Faith-Based Initiatives  
St. Joseph Mercy Hospital  
Faith Access to Community Economic Development  
American Diabetes Association

Providence St. John  
American Heart Association Midwest Affiliate  
Detroit Department of Health & Wellness Promotion  
Michigan Public Health Institute

## SCHOOLS WORKGROUP:

American Cancer Society  
American Heart Association  
Blue Cross Blue Shield of Michigan  
Comprehensive School Health Coordinators Association  
Gordon Food Service  
Governor's Council on Physical Fitness, Health & Sports

Inter-Tribal Council of Michigan  
Michigan Association for Health, Physical Education, Recreation and Dance  
Michigan Association of School Boards  
Michigan Association of School Nurses  
Michigan Dental Association  
Mich. Dept. of Community Health

Michigan Department of Education  
Michigan Diabetes Outreach Network  
Michigan Education Association  
Michigan Education Special Services Association  
Michigan Fitness Foundation  
Michigan Parent, Teacher, Student Association

Michigan State University Extension  
Michigan Team Nutrition  
National Kidney Foundation of Michigan  
School Community Health Alliance of Michigan  
School Nutrition Association of Michigan  
United Dairy Industry of Michigan

NOTE: If you are a member of a Michigan Steps Up stakeholder workgroup and your organization was inadvertently left off this list, please notify the Office of the Surgeon General at 517-335-9608 or email [yehc@michigan.gov](mailto:yehc@michigan.gov).